

(19) World Intellectual Property Organization  
International Bureau



(43) International Publication Date  
4 January 2001 (04.01.2001)

PCT

(10) International Publication Number  
WO 01/01586 A3

(51) International Patent Classification<sup>7</sup>: G06F 17/60,  
15/24, 15/16, G06K 15/00, 7/10, G09G 3/00, 3/02, H04N  
7/04

(21) International Application Number: PCT/US00/17607

(22) International Filing Date: 27 June 2000 (27.06.2000)

(25) Filing Language: English

(26) Publication Language: English

(30) Priority Data:  
60/141,489 29 June 1999 (29.06.1999) US  
09/ 23 June 2000 (23.06.2000) US  
09/ 23 June 2000 (23.06.2000) US

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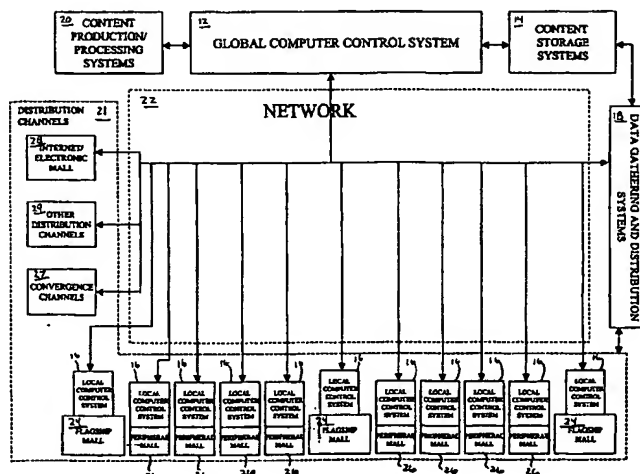
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(81) Designated States (national): AE, AL, AM, AT, AU, AZ,  
BA, BB, BG, BR, BY, CA, CH, CN, CR, CU, CZ, DE, DK,  
DM, EE, ES, FI, GB, GD, GE, GH, GM, HR, HU, ID, IL,  
IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU,  
LV, MA, MD, MG, MK, MN, MW, MX, NO, NZ, PL, PT,  
RO, RU, SD, SE, SG, SI, SK, SL, TJ, TM, TR, TT, TZ, UA,  
UG, US, UZ, VN, YU, ZA, ZW.

(84) Designated States (regional): ARIPO patent (GH, GM,  
KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZW), Eurasian  
patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European  
patent (AT, BE, CH, CY, DE, DK, ES, FI, FR, GB, GR, IE,  
IT, LU, MC, NL, PT, SE), OAPI patent (BF, BJ, CF, CG,  
CI, CM, GA, GN, GW, ML, MR, NE, SN, TD, TG).

[Continued on next page]

(54) Title: IMPROVED SYSTEM FOR SEAMLESSLY INTEGRATING MULTIPLE NEW AND EXISTING PRODUCT, SERVICE, ENTERTAINMENT, PROGRAMMING AND INFORMATION DISTRIBUTION CHANNELS INCLUDING PHYSICAL AND ELECTRONIC MALLS



(57) Abstract: A system (10) for seamlessly integrating multiple new and existing product, service, entertainment, programming and information distribution channels (21) including physical (24) and electronic malls (28) through a computer controlled fiber optic broadband network (22). The system (10) facilitates the delivery of entertainment, brand programming, products and services to consumers throughout the world, twenty-four hours a day, seven days a week, employing and seamlessly integrating the existing physical retail mall infrastructure and the relatively new electronic mall accessible over the Internet.